



AVENTIS
LEARNING GROUP

Policy Drafting: Where Concept Meets Approval

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Introduction



Starting from Scratch: What You Need to Know About Policy Drafting

Writing a technical paper may not be easy but it is relatively straightforward because of a clear focus. Writing a report may be demanding but there is (usually) enough research data and information lying about to support a decent submission.

But how about writing a qualitative policy paper? Well, even for the best of staff writers (in government or major corporations), it is a tough task because there is neither a clarity of objective as afforded by a technical paper nor an abundance of evidence as supplied for a standard report. How worse, then, would it be for a young officer plying the trade of policy writing for the first time?

Importance of Well Written Policy and Procedures

Policies and procedures communicate expectations and explain how organizations should conduct their operations. The larger the organization and more regulated the industry, the greater the need for a system of documenting what should be done and how.

Introduction

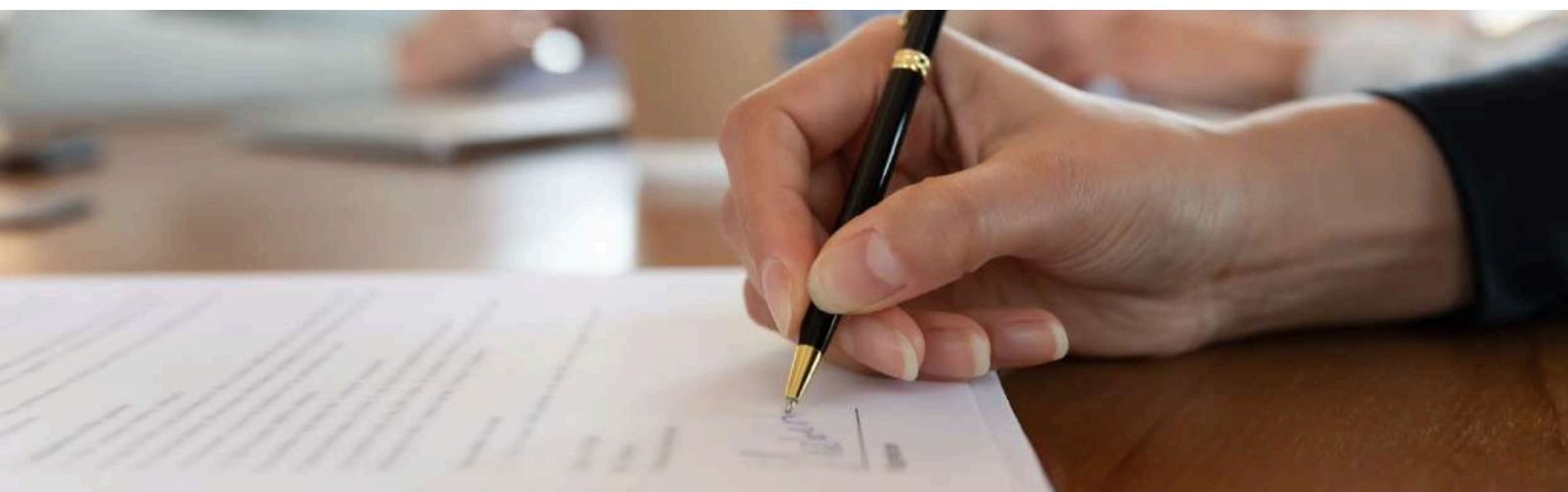
How To Craft Clear And Easy-To-Understand Policy And Official Documents

A policy draft, which can take the form of a strategy, doctrine or the popular concept paper, is an arduous writing challenge because its objective may be unclear or multi-faceted; its direction may be ambivalent, and its content is devoid of quantitative support. The overworked policy writer has to summon her imagination, forward her qualitative arguments and sting with her persuasive summation just to get the attention of her approving authority. Skip a beat, and the whole argument is flawed. Burden it with details and the paper is deemed overloaded. Surely there is a (short cut?) way to write smart without writing hard?

Let DR SUNNY GOH, who has thrilled and skilled thousands of staff writers with his AOS Thesis Summary© and Post-Mortem© writing tools, show you a faster and more effective way to painless policy writing.

Your Complete Guide to Effective Policy Drafting and Writing

This hands-on workshop is designed to improve your capacity to evaluate policy documents and build your ability to write effective policy. You will enhance your policy writing skills and your policy development capacity through effective writing and project management styled approaches on strategy and thinking. You will also acquire practical knowledge about the format of a policy document and how to ensure any policy documents you write are well-structured, persuasive and comprehensive.

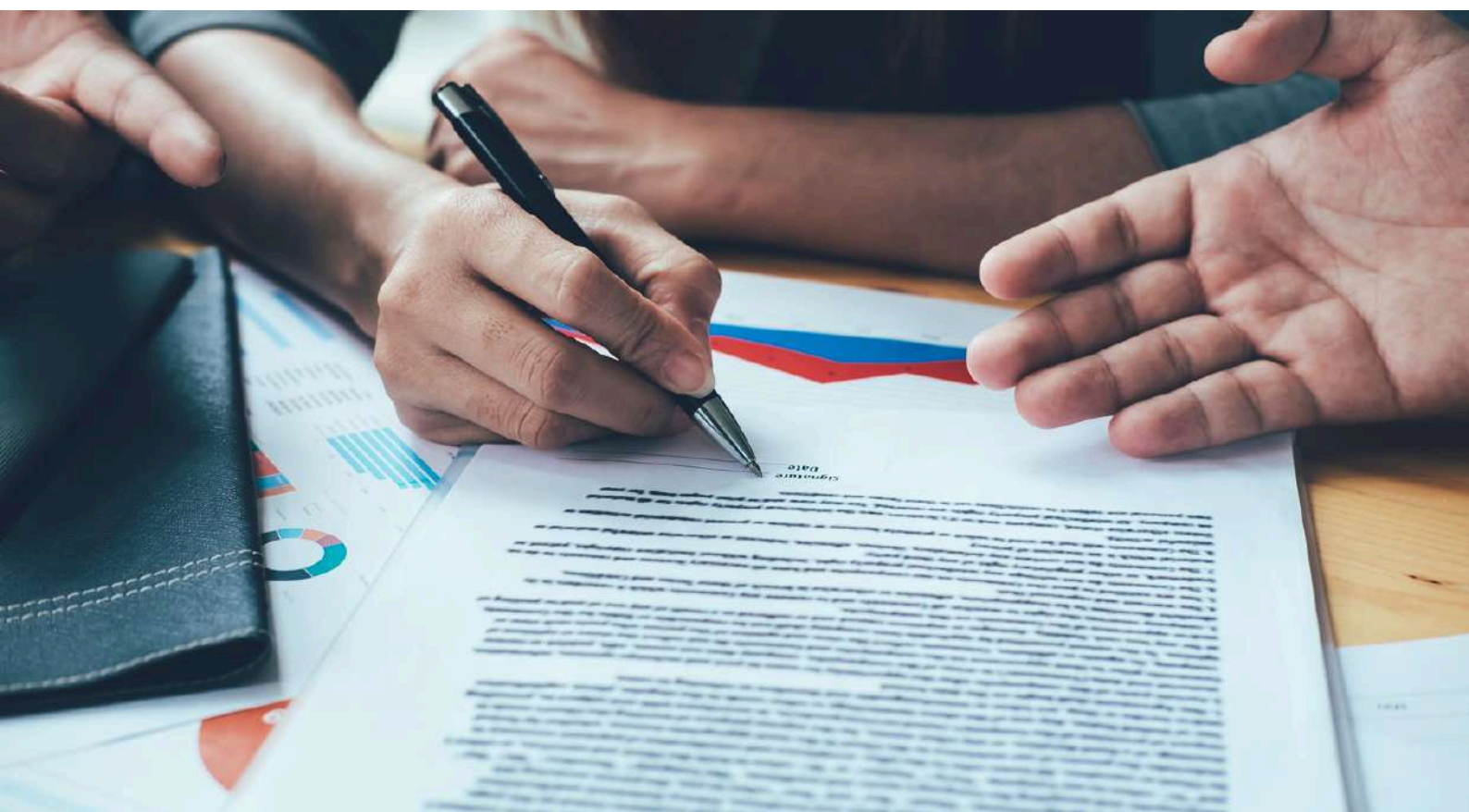


Learning Outcomes

During this hands-on workshop, you will learn the best practices for establishing a system for keeping documents consistent and up to date and practice a process for identifying the information that should be included in the rules and guidelines they write.

At the end of the one-day effective policy writing workshop, you will:

- Differentiate policy writing from other forms of report writing.
- Apply best practices for crafting clear written rules, guidelines, and other official documents.
- Consistency Counts: Establishing a System to identify document or policy requirement.
- Understand the elements all policy and procedure documents should contain.
- Learn how to avoid Ambiguity: Plain and Simple
- Plan a paper efficiently by using an aos thesis summary © writing tool
- Draft a policy effectively by using a post-mortem © writing tool
- Provide multiple opportunities for to practice your policy drafting skills



Course Outline

Principles of Policy Writing

- The characteristics of all good reporting writing
- The place of policy in report writing
- The balance between qualitative and quantitative arguments
- The balance between persuasion and precision

AOS Thesis Summary © Drafting

- Establish the Action (Approving Authority)
- State the Objective (Primary aim and Secondary objectives)
- Outline the Structure (what-why-how process)

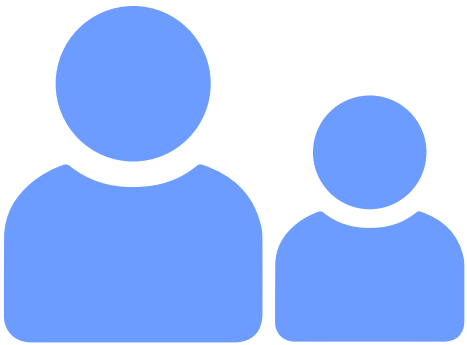
Post-Mortem © Drafting

- Principal Considerations
- Concept of Operation
- Terms of Reference
- Scope of Project
- SRA versus Options paper

Conclusion

- Follow-up
- Reflection
- Looking Forward and Moving Ahead

Who Should Attend?



- Policy Officers and Staff Writers who need to conceptualize and draft qualitative papers for approval or discussion.
- Senior officers and Executives who need to write Reports, Procedures and Processes should also attend to complement their writing skills & competency.
- Professionals, Academics, Curriculum developer, Consultants who are keen to learn the correct way to policy drafting.

Course Details



1 Day
9am - 5pm (Classroom)
930am - 4.30pm (Virtual)



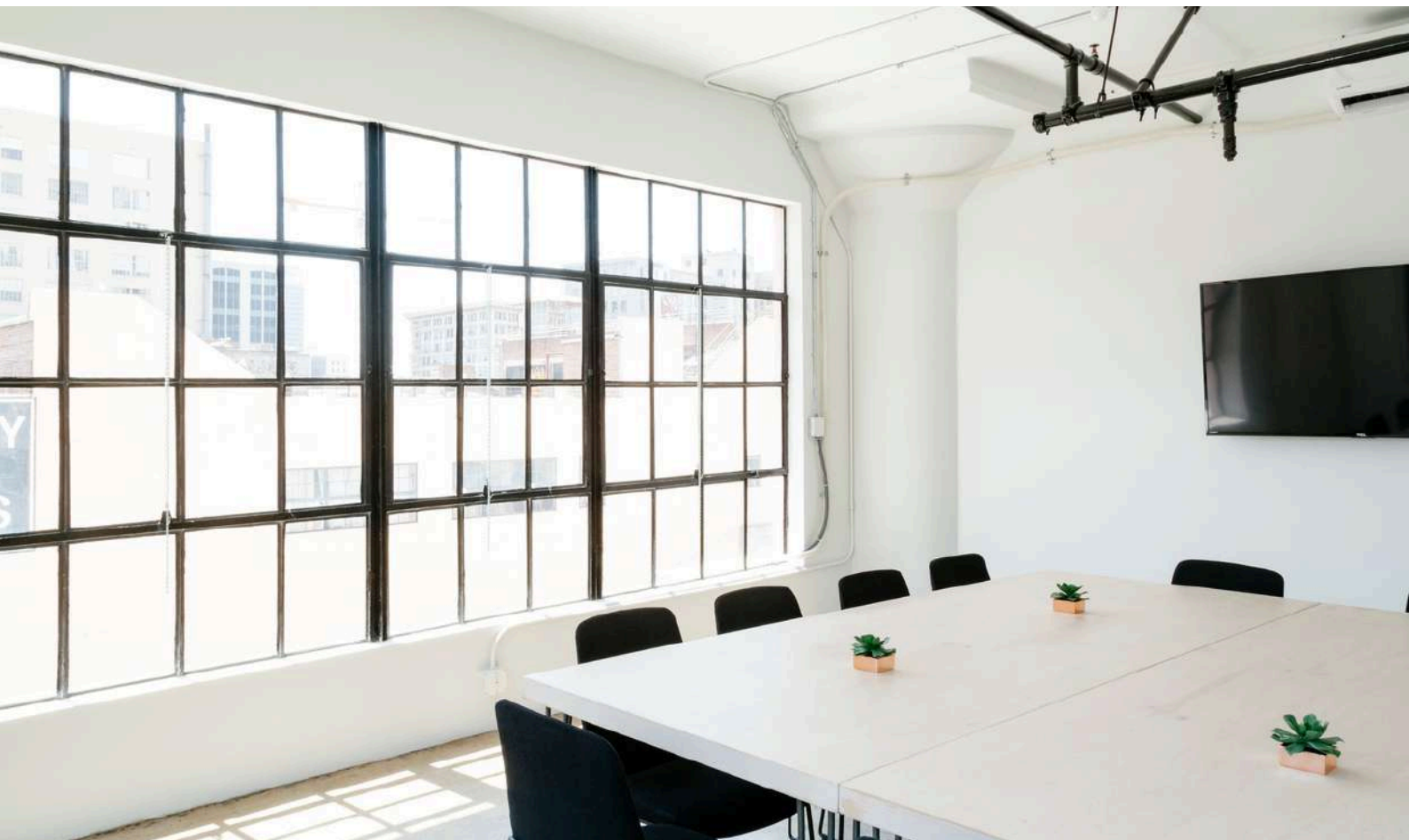
Classroom Learning at
Holiday Inn Orchard City
Centre / **Virtual Learning**
via Zoom



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\$680 Before GST



Trainer's Profile



Policy Drafting and Communication Coach: Dr Sunny Goh

Sunny is a Trainer of Trainers (TOT) and has taught many writing coaches to teach writing programmes he has designed for government servants and private sector officers. He was head of the International directorate in Mindef's Defence Policy Office, where he has written Cab Memos, budget papers and presented Singapore's position at international fora. He was a member of the SAF Scholars Selection Board and chairman of a university's Resource Panel.

He was also a Desk Editor at The Straits Times, where he taught reporting and interviewing skills at its School of Journalism. In all, his participants had included CEOs, professors, staff writers, technical specialists, undergraduates and students. It doesn't matter how high a participant's work status may be – all that mattered is a penchant for learning.

As a volunteer, he was a Mediator with the Ministry of Law, a Council Member of the Singapore Red Cross Society and writes regularly for the local and regional media. And, oh yes, he was co-founder of an attractive English Premier League supporters club in Singapore that neither don red nor blue.

Testimonials

"Sunny is one of the most dedicated and passionate lecturers I have come across. He is clear in his delivery and explanation, and weaves in real life examples of the concepts he teaches. The course is very useful and provides a good, structured way of thinking out a policy paper and is highly recommended for all public service officers who are involved in policy work."

- Intellectual Property Office of Singapore (IPOS)

"This course is not just a normal writing course on drafting a policy paper, as it provides useful insights and policy considerations as well."

- NParks

"Dr Sunny is effective in delivering the course and his depth of knowledge in this area has facilitated it to be smooth running and paced suitably for learning. He has also included examples for the ease of our learning and applicability of the concepts."

- Land Transport Authority (LTA)

"The course by Dr Sunny gives us very good overview, guidelines and examples of how to draft good public policies."

- MINDEF